

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<b>Contract / Revision</b> 493895 /		<b>Alt Order #</b> 06318806
<b>Product</b> OBAMA SKED A ADD		
<b>Contract Dates</b> 09/18/12 - 09/24/12		<b>Estimate #</b> 1798
<b>Advertiser</b> Obama For America		<b>Original Date / Revision</b> 09/17/12 / 09/17/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KVVU	<b>Account Executive</b> Teresa Difuria	<b>Sales Office</b> TELEREP-PHIL
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 95	<b>Product Code</b> 101
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Greer Margolis Mitchell Burns, Inc (GMMB)**  
**3050 K St NW**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/18/12	09/24/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	MTWTF--				2	\$195.00			
N 2	KVVU	09/18/12	09/24/12	The Simpsons	M-F 11:35p-12:05a		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	MTWTF--				4	\$350.00			
N 3	KVVU	09/18/12	09/24/12	Better	M-F 11a-12p		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	MTWTF--				2	\$195.00			
N 4	KVVU	09/18/12	09/24/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	MTWTF--				2	\$195.00			
N 5	KVVU	09/18/12	09/24/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	MTWTF--				2	\$450.00			
N 6	KVVU	09/18/12	09/24/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	MTWTF--				2	\$725.00			
N 7	KVVU	09/22/12	09/22/12	NCAA Football Late Game	NCAA Football Lat		:30			NM	1	\$2,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1-				1	\$2,350.00			
N 8	KVVU	09/22/12	09/22/12	Clone Wars	Sa 2-3p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1-				1	\$85.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/17/12-09/23/12	Clone Wars	Sa 2-3p	-----Sa--	:30		\$85.00	NM		
	See MG 9.2											
N 9	KVVU	09/22/12	09/22/12	The Closer	Sa 3-4p		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1-				1	\$85.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Advertiser</u> Obama For America		<u>Estimate #</u> 1798
		<u>Original Date / Revision</u> 09/17/12 / 09/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>													
	1	KVVU	09/17/12-09/23/12	The Closer	Sa 3-4p	-----Sa--	:30		<del>\$85.00</del>	NM			
	See MG 9.2												
	2	KVVU	09/22/12-09/22/12	Fringe	Sat 11p-12a	-----Sa--	:30		\$170.00	NM			
	Ⓜ MG for 8.1,9.1												
N 10	KVVU	09/23/12	09/23/12	The Closer	Sun 1-2am		:30			NM	1	\$85.00	
	<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div><div><u>Week: 09/17/12</u></div><div><u>09/23/12</u></div><div><u>-----1</u></div><div><u>1</u></div><div><u>\$85.00</u></div></div></div></div></div>												
N 11	KVVU	09/23/12	09/23/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,250.00	
	<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div><div><u>Week: 09/17/12</u></div><div><u>09/23/12</u></div><div><u>-----1</u></div><div><u>1</u></div><div><u>\$1,250.00</u></div></div></div></div></div>												
N 12	KVVU	09/23/12	09/23/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$785.00	
	<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div><div><u>Week: 09/17/12</u></div><div><u>09/23/12</u></div><div><u>-----1</u></div><div><u>1</u></div><div><u>\$785.00</u></div></div></div></div></div>												
N 13	KVVU	09/23/12	09/23/12	Criminal Minds	Sun 11p-12am		:30			NM	1	\$225.00	
	<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div><div><u>Week: 09/17/12</u></div><div><u>09/23/12</u></div><div><u>-----1</u></div><div><u>1</u></div><div><u>\$225.00</u></div></div></div></div></div>												
N 14	KVVU	09/20/12	09/20/12	The X Factor	The X Factor		:30			NM	1	\$5,150.00	
	<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div><div><div><u>Week: 09/17/12</u></div><div><u>09/23/12</u></div><div><u>---1---</u></div><div><u>1</u></div><div><u>\$5,150.00</u></div></div></div></div></div>												
Totals											21	\$14,935.00	

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/24/12	21	\$14,935.00	\$12,694.75
<b>Totals</b>	<b>21</b>	<b>\$14,935.00</b>	<b>\$12,694.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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ADV # \_\_\_\_\_ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
 AGY # 1051 AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME MAURA GILROY  
 3050 K ST NW, SALES PRSN PH- TERESA DIFURIA  
 WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 6318806 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA SKED A ADD EST#1798 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP17/12 15.08

REP: TO ROSE  
 FR NIKKI  
 OK'D M1 AND M2 SEE LINES 15 AND 16  
 TOTAL SAME  
 PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007

OBAMA FOR AMERICA SKED A ADD

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1798  
 AGENCY PRODUCT CODE = 101

1	ES		100P-200P	30		\$195.00	9/18	9/24	0		TU-F,M	0
PROGRAM : COLD CASE												
CON COM1: COLD CASE												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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15	A		100P-200P	30		\$195.00	9/18	9/24	2		TU-F,M	2
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PROGRAM : COPS/DOG THE BOUNTY HUNTER  
 ORD COM1 : PRG CHG. PRE-BOOKED PLS APPROVE.  
 THIS IS A MAKE-GOOD FOR SEP18 ON LINE-1 FOR 2 SPOTS/WK

8	S		200P-300P	30		\$85.00	9/22	9/22	0		SAT	0
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PROGRAM : THE CLOSER  
 CON COM1 : THE CLOSER

16	A		100P-1200M	30		\$170.00	9/22	9/22	1		SAT	1
----	---	--	------------	----	--	----------	------	------	---	--	-----	---

PROGRAM : THE CLOSER  
 ORD COM1 : SPOTS N/A DUE TO SPORTS. MG 'FRINGE' PRE-BOOKED PLS APPROVE.  
 THIS IS A MAKE-GOOD FOR SEP22 ON LINE-8 FOR 1 SPOT/WK  
 THIS IS A MAKE-GOOD FOR SEP22 ON LINE-9 FOR 1 SPOT/WK

9	S		300P-400P	30		\$85.00	9/22	9/22	0		SAT	0
---	---	--	-----------	----	--	---------	------	------	---	--	-----	---

PROGRAM : WITHOUT A TRACE  
 CON COM1 : WITHOUT A TRACE

STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#1	MISSED: TU-F,M/100P-200P	30S		\$195.00	SEP18 (2/WK)					
			OFFER: TU-F,M/100P-200P	30S		\$195.00	SEP18 (2/WK)					
			CMT: PRG CHG. PRE-BOOKED PLS APPROVE.									

M2	OK'D	BUY#8	MISSED: SAT/200P-300P	30S		\$85.00	SEP22					
		BUY#9	SAT/300P-400P	30S		\$85.00	SEP22					
			OFFER: SAT/100P-1200M	30S		\$170.00	SEP22					
			CMT: SPOTS N/A DUE TO SPORTS. MG 'FRINGE' PRE-BOOKED PLS APPROVE.									

SEP/12 14935.00 CONTRACT TOTAL 14935.00  
 TOTAL SPOTS 21

MARKET TOTALS \$74,675 KVVU 20% KSNV 26% KLAS 16% KTNV 25% KVMY 8% KVCW 4% CABL 0%  
 KTUD 1%

SAHRES EST.

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

FAX# 610-225-1191 SEP17/12 14.10  
HARRIS REPORT FROM REP \*\*\* KVVU-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_

BUYER NAME MAURA GILROY

SALES PRSN PH- TERESA DIFURIA

WASHINGTON, DC 20007

CONTRACT # 6318806

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT OBAMA SKED A ADD

EST#1798 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP17/12 14.10

REP:

TO ROSE  
FR NIKKI  
NEW OBAMA SKED A ADD  
TOTAL \$14935  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:

ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA SKED A ADD

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

AGENCY ADVERTISER CODE = 95	AGENCY EST# = 1798
AGENCY PRODUCT CODE = 101	

1	100P-200P	30	\$195.00	9/18	9/24	2	TU-F,M	2
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PROGRAM : COLD CASES
CON COM1: COLD CASES
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Ops / Dos

REP HEADLINE# 6318806  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100  
 ORDER WORKSHEET

FAX# 610-225-1191  
 HARRIS REPORT FROM REP  
 SEP17/12 14.10  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1135P-1205A PROGRAM : THE SIMPSONS CON COM1: THE SIMPSONS	30		\$350.00	9/18	9/24	4		TU-F,M	4
3			1100A-1200N PROGRAM : BETTER LAS VEGAS CON COM1: BETTER LAS VEGAS	30		\$195.00	9/18	9/24	2		TU-F,M	2
4			1200N-100P PROGRAM : DIVORCE COURT CON COM1: DIVORCE COURT	30		\$195.00	9/18	9/24	2		TU-F,M	2
5			500A-600A PROGRAM : FOX5 NEWS 5A CON COM1: FOX5 NEWS 5A	30		\$450.00	9/18	9/24	2		TU-F,M	2
6			600A-700A PROGRAM : FOX5 NEWS 6A CON COM1: FOX5 NEWS 6A	30		\$725.00	9/18	9/24	2		TU-F,M	2
7			100P-800P PROGRAM : FOX COLLEGE FOOTBALL CON COM1: FOX COLLEGE FOOTBALL	30		\$2,350.00	9/22	9/22	1		SAT	1
8			200P-300P PROGRAM : THE CLOSER CON COM1: THE CLOSER	30		\$85.00	9/22	9/22	1		SAT	1
9			300P-400P PROGRAM : WITHOUT A TRACE CON COM1: WITHOUT A TRACE	30		\$85.00	9/22	9/22	1		SAT	1
10			100A-200A PROGRAM : THE CLOSER CON COM1: THE CLOSER	30		\$85.00	9/23	9/23	1		SUN	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			1000P-1045P	30		\$1,250.00	9/23	9/23	1		SUN	1
PROGRAM : FOX 5 NEWS AT 10PM SUN												
CON COM1: FOX 5 NEWS AT 10PM SUN												
12			1045P-1100P	30		\$785.00	9/23	9/23	1		SUN	1
PROGRAM : FOX 5 SPORTS EXTRA												
CON COM1: FOX 5 SPORTS EXTRA												
13			1100P-1200M	30		\$225.00	9/23	9/23	1		SUN	1
PROGRAM : CRIMINAL MINDS												
CON COM1: CRIMINAL MINDS												
14			800P-900P	30		\$5,150.00	9/20	9/20	1		THU	1
PROGRAM : THE X-FACTOR												
CON COM1: THE X-FACTOR												
SEP/12			14935.00									
CONTRACT TOTAL												14935.00
TOTAL SPOTS												22

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 KTUD 1%  
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